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Strategic Planning Development Team Meeting Notes 2/5/2016

Strategic Planning Development Team

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Meeting of the Strategic Planning Development Team (SPDT)
2/5/15

SPDT Attending:

Sona Andrews
Michael Bowman
Darrell Brown
Kelly Cowan
Carlos Crespo
Noor Delaughn
Rob Fullmer
Erin Flynn
Jamaal Green
Mark Jones

Chas Lopez
Pam Miller
Steve Percy
Jennifer Ruth
Gayle Thieman
Pat Wetzel
Dilafuz Williams
Lisa Zurk

SPDT Absent:

Kate Bingaman-Burt
Irving Levin
Rayleen McMillan
Nicole Morris

Guests:

Eric Knoll
Wim Wiewel

SPDT Staff:

Lois Davis
Harry Esteve
Susy Munson
Kari St. Peters - PM
Mark Wubbold

Consultants:

Michelle Janke
Matthew Landkamer
Greg Netzer

Chair: Call to order at 8:07 am.

PM:

- Housekeeping tasks. Introduction of Eric Knoll in place of Rayleen McMillan

Q. SPDT: Will we be discussing the Mission statement today?

A. Coraggio: We will be discussing Vision and Mission but will begin with Values.

Coraggio:

- Presentation of Values word clouds: Values from the last SPDT meeting and from all other sources; i.e. town hall, winter symposium, surveys...etc.
- In the SPDT's word cloud, RESPECT was the most frequent word with DIVERSITY and COMMUNITY being most prominent in the "all other" word clouds.

Q. SPDT: How should we interpret these word clouds?

A. Coraggio: Given the small sample set for the SPDT values cloud, it is only suggestive. The much larger sample for the "all other" group is more useful, but is still just a way of illustrating the "pulse" of the campus community.

Q. SPDT: Then how are these word clouds useful to our deliberations?

A. Group: They may "give us the courage" to advocate for certain values as we refine the Vision and Mission statement.

Coraggio: Introduction of the draft of a new Mission statement.

- SPDT drafting team discussed their methodology for the new Mission. The draft statement follows:

*PSU provides leadership through collaborative learning,
innovative research, community engagement and service.*

*Our research and teaching have global reach. We offer access
for a diverse community of lifelong learners.*

We serve and sustain a vibrant urban region through our creativity, collective knowledge and expertise.

Coraggio: Led discussion in which specific words, values, terms, etc. were advocated for.

Q. SPDT: Why isn't Sustainability in this draft? It was the #1 word added to the Values list by students.

Q. SPDT: How do we reconcile the Mission with the Vision?

Q. SPDT: If we add Sustainability to the Vision statement, does it need to be in the Mission statement?

A. Coraggio: Let's add Sustainability to the Vision statement for now. We can come back to this topic when we reconcile and finalize the Vision and Mission.

Coraggio: Is this draft of the Mission statement ready for public comment?

Action: Post Mission statement for public comment.

Coraggio: Began discussion of Reputation by sharing examples from other organizations.

Q. SPDT: Why are we spending so much time on Vision, Mission and Reputation? I thought the SPDT was brought together to prioritize initiatives?

A. Coraggio: Vision, Mission and Reputation are the primary work of the SPDT. The institution needs to "know where it is headed and wants to go" before it can take specific actions.

Coraggio: Began the reputation exercise in which each SPDT member selected three words (or added their own) that was important to PSU's reputation.

SPDT Chair: Updated the SPDT on the use of "equity lens" in the SP process.

- This may be the first time an equity lens has been applied to a SP (we have not been able to find other instances of this in the SP literature).
- Described the process vis a vis the work of the Topic Teams. Each team will be required to answer specific equity questions in their proposals. The answers will help inform the SP process as well as the final SP product.
- Answers will be reviewed by Equity Lens experts (racial and others) whose observations and recommendations will factor into the final plan.

SPDT PM: Update on the formation of Topic Teams and the plan for their kick offs.

- Each team will have their own kick off
- Coraggio will be at each kick off
- Kick offs will begin soon

Adjourned: 10:01am